

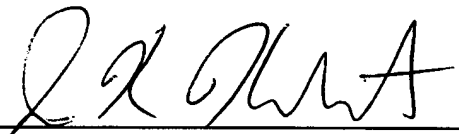
**REMARKS**

Claims 1-59 have been canceled from the present application and Claims 60-79 have been added to the present application. Accordingly, Claims 60-79 are currently pending in the present application. Applicants submit that no new matter has been added.

If any additional fee is required, please charge Deposit Account No. 501569.

Respectfully submitted,  
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**VERSION WITH MARKING TO SHOW CHANGES MADE**

60. (New) A mobile phone comprising:

a body including a processor to execute one or more programming instructions;

an interchangeable cover associated with a selected one of a plurality of themes

and designed to at least partially cover the body;

an electronic component embedded within the interchangeable cover, and having thematic data stored therein for customizing behavioral aspects of the mobile phone in accordance with the selected theme;

first contacting means coupled to the body; and

second contacting means coupled to the interchangeable cover, which when engaged with the first contacting means facilitates exchange of the data stored within the electronic component with the body to tailor the operation of the mobile phone in based upon the selected theme.

61. (New) The mobile phone of claim 60, wherein the electronic component identifies to the body, which group of a plurality of interchangeable covering groups the corresponding interchangeable cover is a member of.

62. (New) The mobile phone of claim 61, wherein each member of a given interchangeable covering group provides thematic operation in accordance with a shared theme.

63. (New) The mobile phone of claim 60, wherein the interchangeable cover is a selected one from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by said tailored thematic operation.

64. (New) The mobile phone of claim 63, wherein said interchangeable cover engages said body by way of one of a contact coupler and a contactless coupler.

65. (New) The mobile phone of claim 63, wherein the data exchanged comprises at least one of a name, a phone number, a resource server specification, an email address, an electronic coupon, a font style, an identifier identifying the interchangeable cover, and an approval code.

66. (New) The mobile phone of claim 63, wherein the data exchanged comprises an audio data file to complement the theme associated with the interchangeable cover.

67. (New) The mobile phone of claim 66, wherein the audio data file facilitates modification of a default voice greeting of the mobile phone.

68. (New) The mobile phone of claim 66, wherein the audio data file facilitates modification of ring tones of the mobile phone.

69. (New) The mobile phone of claim 63, wherein the data exchanged comprises a video data file to complement the theme associated with the interchangeable cover.

70. (New) A mobile phone comprising:

a body portion including a processor to execute one or more programming instructions;

an interchangeable cover portion having an electronic component embedded therein, said electronic component containing data associated with a selected one of a plurality of themes stored therein; and

an interface to facilitate exchange of the thematic data between the interchangeable cover and the processor to customize one or more operational aspects of the mobile phone in accordance with the selected theme.

71. (New) The mobile phone of claim 70, wherein the electronic component identifies to the body portion, which group of a plurality of interchangeable covering groups the corresponding interchangeable cover portion is a member of.

72. (New) The mobile phone of claim 71, wherein each member of a given group of interchangeable coverings provides thematic operation in accordance with a shared theme.

73. (New) The mobile phone of claim 70, wherein the interchangeable cover portion is a selected one from a covering group comprising at least one of an interchangeable rigid

faceplate and an interchangeable skin, each having a surface design to be complemented by said tailored thematic operation.

74. (New) The mobile phone of claim 73, wherein the data exchanged comprises at least one of an audio data file and a video data file.

75. (New) A mobile phone comprising:

a body; and

an interchangeable covering including an electronic component having data encoded therein, the interchangeable covering being removably engaged with the body to facilitate exchange of data between the body and the electronic component resulting in tailored thematic operation of the mobile phone based at least in part upon the encoded data.

76. (New) The mobile phone of claim 75, wherein the electronic component identifies to the body, which group of a plurality of interchangeable covering groups the corresponding interchangeable cover is a member of.

77. (New) The mobile phone of claim 76, wherein each member of a given group of interchangeable coverings provides thematic operation in accordance with a shared theme.

78. (New) The mobile phone of claim 75, wherein the interchangeable covering is a selected one from a covering group comprising at least one of an interchangeable rigid faceplate and an interchangeable skin, each having a surface design to be complemented by said tailored thematic operation.

79. (New) The mobile phone of claim 78, wherein the data exchanged comprises at least one of an audio data file and a video data file.